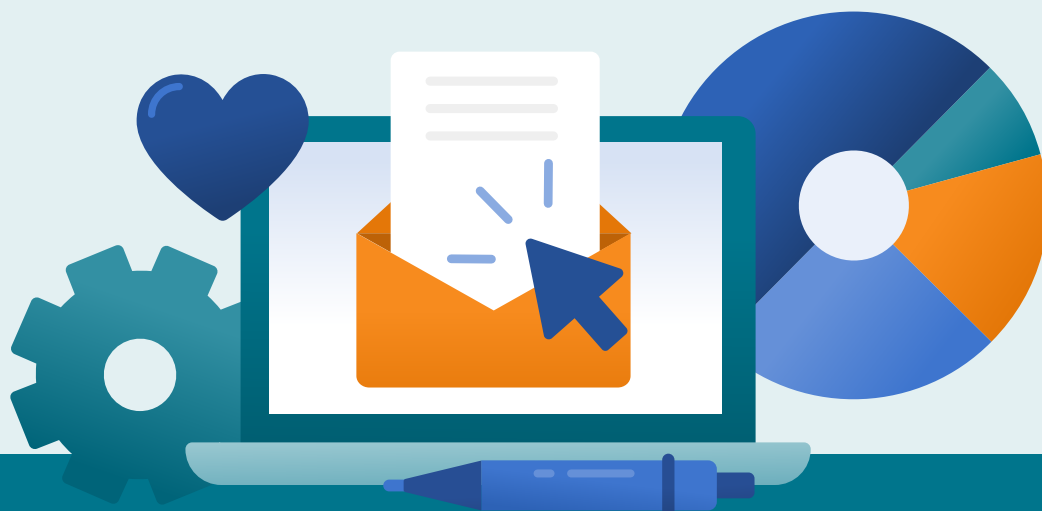# Email Marketing in Libraries:
Key Statistics Revealed

Finding metrics based on library email marketing data can be tough. Libraries send millions of emails each month through LibraryAware. We're sharing our data to help libraries set better benchmarks.[1]

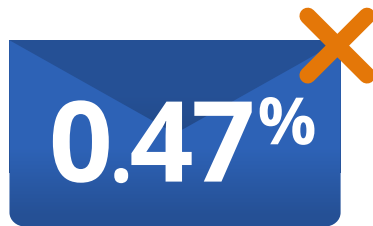**Average open rate** — **44.47**%

Average click to open rate[2] — **2.38**%

Average growth rate of email lists — **14.21**%

Average bounce rate[3] — **0.40**%

0.47% **Average unsubscribe rate**

Tips for improving open rates:

Make your "From" from an actual person or team.
For example, "Amy at the Oak Library" or "The Library Children's Department"

Write short, engaging subject lines of 4-7 words which communicate urgency or generate curiosity.

Only send emails to those who have signed up for them.

Tips for improving click-to-open rates:

Write interesting emails with clear and engaging copy! Make it a pleasure to read your emails.

Provide something enticing to click on with your email. Include content that your community of readers cares about.

Make your Call To Action buttons fun to click on! Lean on emotion, humor, or validation.

Want to learn everything you need to make sure your library email marketing is effective?

Take the course "*Email Marketing for Non-Marketers*" available exclusively to Learn with NoveList subscription members.

Learn more about the subscription:
https://m.ebsco.is/email

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